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ABSTRACT

Australia's cultural and recreational services industry encompasses radio and television broadcasting, motion pictures, theatre, music, other performing arts, and sports and services to sports. Only 2.5% of the nation's labor force is employed in the industry. The sector has a particularly high level of part-time employment (over 40%). Employment in sports has grown by more than 50% between 1987 and 1997. The industry's work force has a relatively low level of formal qualifications, but a relatively high proportion of workers classified in the professional occupational groups. Employers spent less than the national average on training. Overall, employers were satisfied with vocational education and training (VET) graduates. However, VET graduates rated their courses as less relevant to their current job than graduates in other industries. The emergence of computer-based technologies is having an important impact on skills in some areas of creative arts. (An appendix contains four tables of statistics: national shifts in employment in various industries in Australia; numbers of persons employed in various occupations in the cultural and recreational services industry from 1987-1996; and educational attainment of persons in occupations within the industry.) (KC)

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Industry training monograph

NCVER

Cultural and recreational services

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Cultural and recreational services

1998

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Preface

THE CULTURAL AND recreational services industry training monograph is one of a series of monographs which has been designed to provide readers with an overview of occupational trends and the current training effort in each industry in Australia.

The monograph analyses data at the major Australian and New Zealand Standard Industry Classification (ANZSIC) industry division level, given that it is at this level most data are collected and disseminated. The monograph addresses:

- recent employment trends
- recent occupational trends in key skills areas
- current training arrangements, particularly training levels and outputs

The monographs bring together for the first time a range of survey data from the Australian Bureau of Statistics (ABS), together with graduate destination, employer satisfaction with training and other training data compiled for the Australian National Training Authority (ANTA) by the National Centre for Vocational Education Research (NCVER).

I would like to thank Tom Dumbrell for preparing these monographs and I would also like to acknowledge John Ray's contribution to the analysis of employment and occupation data.

NCVER acknowledges ANTA's significant contribution to the cost of this monograph in sponsoring its publication.

I hope that the material in this publication will be of interest to Australia's vocational, education and training (VET) sector. In particular the document is designed for industry decision-makers, policy-makers, teachers and trainers, researchers and students with an interest in VET.

Readers who are interested in more information about training markets or other areas of VET research are referred to the NCVER's research database, VOCED. Printed and diskette versions of VOCED can be obtained from NCVER (ph +61 8 8333 8400) or it can be accessed directly on the world wide web at the following address:
<http://www.ncver.edu.au/voced.htm>

Chris Robinson, National Centre for Vocational Education and Research Ltd

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The cultural and recreational services industry in Australia

Overview

THE CULTURAL AND recreational services industry in Australia covers a range of activities. In the cultural sector it includes radio and television broadcasting, the production, distribution and showing of motion pictures, live theatre, music and other live arts. The recreation sector includes horse and dog racing, sports grounds and facilities, sports and services to sport, lotteries, casinos and other gambling services.

With 210 300 persons recorded as employed in the sector in November 1997, or about 2.5% of the total labour force, this is the fourth smallest of the 17 industry divisions in terms of employment size in Australia.[1] Employment is almost evenly divided between males and females. Overseas-born persons make up a slightly smaller proportion of the industry's workforce than they do of the total labour force, representing about 22% of the industry, as against 24% of the total workforce.

An important distinguishing characteristic of the industry is the high level of part-time employment, with over 40% of the 210 300 persons shown in official statistics as employed in the industry as part-time workers. To this figure should be added a substantial number of other workers whose major job might not be in this sector but who participate in the industry in some other role. This comment would apply especially to those engaged in acting and in other cultural activities that do not frequently result in stable permanent employment. In addition to these individuals who make part of their living from this industry sector, it should also be noted that especially in the sport sub-division, unpaid volunteers also make a substantial contribution to the running of organised sport in Australia.

Most of the strong employment growth in this industry over the last decade has been attributable to the sport sub-division. In November 1987 there were 76 700 persons employed nationally in the sport sub-division. By November 1997 employment in this area had risen by more than 50% to 116 200.

[1] Australian Bureau of Statistics (ABS), *Labour force, Australia*, cat.6203.0, November 1997

Table 16.1: Employment ('000s) in cultural and recreational services by sub-division, by gender and type of employment, Australia, November 1997

Industry sub-division	Males	Females	Full-time	Part-time	Total
Motion picture, radio and television services	23.6	16.7	29.0	11.3	40.3
Libraries, museums and the arts	26.2	27.5	34.4	19.4	53.8
Sport and recreation	59.8	56.4	61.8	54.5	116.2
Total industry	**109.6**	**100.6**	**125.2**	**85.2**	**210.3**

Source: ABS, *Labour force, Australia* cat.6203.0, November 1997

In 1994–1995 it was estimated by the Australian Bureau of Statistics (ABS) that there were over 5000 individual businesses in the sports industry, with a gross income of more than $2.5 billion. Across the whole cultural and recreational services industry at that time there were about 28 200 businesses. In 1995–1996 the gross product of the industry was more than $8.6 billion, representing a little over 2% of total Australian gross product.[2] Gross fixed capital expenditure in the industry has risen very strongly in recent years, from $667 million in 1994–1995 to $1910 million in 1995–1996. This rise of 186% was by far the strongest percentage growth in gross fixed capital expenditure of any of the industry divisions over that period.[3]

New technologies are emerging that will have a major influence on the skill needs of the industry, especially in the cultural services sub-division. These technologies include the development of new applications in the multimedia sector using CD-ROM and digital video disk (DVD), which have implications for broadcasting, and the performing arts. In sport, the preparations for the 2000 Sydney Olympics are causing a strong demand for workers with skills in sport administration and are producing skills shortages in this area, with sporting organisations not part of the Olympics preparation experiencing difficulties in recruiting.

The industry is not one in which employers provide substantial training support to their employees. In the 1996 ABS employer training expenditure survey, employers in this sector for the September quarter spent, on average, $103 per employee on structured training against an all-industry average of $185. Only 10% of employers in the sector were providing training against an all-industry average of 18%.

2

When interviewed for the survey on employer satisfaction with vocational education and training for 1997 (ESS), compiled by the National Centre for Vocational Education Research (NCVER), employers in this industry had an overall satisfaction equal to the mean response for all industries. The areas most nominated by employers for improvement included the graduates' work skills, graduates' work ethic and ability to work and cope with setbacks without supervision.

In the technical and further education (TAFE) graduate destination survey for 1997 (GDS), also compiled by NCVER, graduates working in this industry rated their TAFE

[2] ABS, *Australian national accounts: National income, expenditure and product*, cat.5204.0
[3] ABS, *Australian national accounts: Capital stock*, cat.5221.0

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course as less relevant to their current job than the graduates in all industries. They rated most aspects of their course very similar to the rating for all graduates, with the exception of a lower rating for how well the course reflected industry practice.

An industry snapshot

In 1994–1995 there were 28 200 businesses recorded in the industry, representing about 3% of all businesses in Australia. All but about 1000 were small businesses. Labour costs and earnings per employee in the industry are low—in 1993–1994 the industry had the third lowest labour costs of all industry sectors at about $20 000 per person per annum. The industry's gross domestic product (GDP) accounts for a little over 2% of total Australian GDP.

Australian governments are involved significantly in the film, television and radio sector both in a regulatory role and, especially in the case of films, in financial support for the Australian film industry through the Film Finance Corporation, which has assisted in financing some of Australia's most successful films.

Support for the sports sector is provided through the Australian Institute of Sport, a division of the Australian Sports Commission. The institute provides scholarships and other forms of support to elite athletes, such as the athlete career and education program, and assists athletes to undertake other education in conjunction with their sports training. There are also a number of traineeships available in the sector. In addition, State and Territory governments provide a range of support services to sport within their jurisdictions.

The cultural and recreational services industry is comprised of three main sub-divisions:

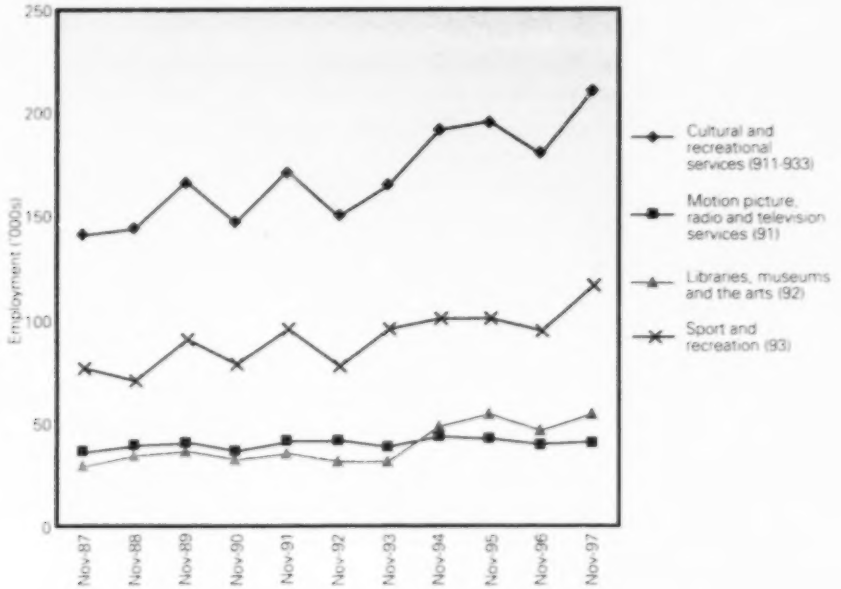
- motion picture, radio and television services
- libraries, museums and the arts
- sport and recreation

Over the period between 1987 and 1997, employment in the cultural and recreational services industry rose by about 54%, or by more than 74 000 jobs. Only two other industries, property and business services, and accommodation, cafés and restaurants, grew at a greater rate than cultural and recreational services.

3

The following chart shows the growth in the industry by sector over the period November 1987 to November 1997. In percentage terms the strongest growth has been in the libraries, museums and the arts sub-division, growing by over 87% over the period. Over the last three years this same trend has been evident, with employment growth in sport and recreation exceeding 15%, mostly over the last year, and growth in libraries, museums and the arts reaching almost 12%. Employment in the motion picture, radio and television services sub-division has, however, fallen in the last three years by more than 5%.

Chart 16.1: Employment ('000s) in cultural and recreational services, Australia, November 1987– November 1997 (ABS labour force survey)



Source: ABS, *Labour force, Australia*, cat.6203.0, 1987–1997

Most jobs in the industry are located in New South Wales and Victoria, as shown in table 16.2 below.

Table 16.2: Employment ('000s) in cultural and recreational services by State/Territory, 1995

	NSW	Vic	Qld	SA	WA	Tas	NT	ACT
Males	33.4	26.8	16.0	7.5	11.7	1.9*	2.1*	3.4*
Females	28.7	21.7	16.3	7.1	10.0	1.9*	1.4*	2.1*
Total	**62.1**	**48.6**	**32.3**	**14.6**	**21.6**	**3.8**	**3.5***	**5.4**

Note: *Subject to sampling variability too high for most practical uses
Some totals are not sum of components due to rounding

Source: ABS, *Labour force, Australia*, cat.6204.0, 1995

Jobs are distributed more or less in line with total employment on a State/Territory basis. As is shown in table 16.3, New South Wales, Queensland, South Australia and Tasmania have a slightly lower share of jobs in this industry than they have of total employment. The Territories, in particular, have a high proportion of jobs in the industry in relation to their shares of total jobs. The impact of the Sydney Olympics could be expected to see New South Wales' share of employment in this sector increase proportionally over the next few years.

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Table 16.3: Share of employment in cultural and recreational services by State, by share of total jobs, 1995

State	Share of jobs in cultural and recreational services %	% employed in all industries
NSW	32.3	33.5
Vic	25.3	25.0
Qld	16.8	18.3
SA	7.6	8.0
WA	11.3	10.1
Tas	2.0	2.4
NT	1.8	1.0
ACT	2.8	2.0
Total	**100.0**	**100.0**

Source: ABS, *Labour force, Australia*, cat.6204.0, 1995

Occupational composition

The occupational profile of the cultural and recreational services industry is more weighted towards the professional and associate-professional level than the workforce in general, with over 40% of the industry's workforce in these occupational groups compared with around 28% in the total workforce.

Table 16.4: Occupational profile, cultural and recreational services and total workforce, Australia, November 1997

Occupation group	Cultural and recreational services %	Total workforce %
Managers and administrators	3.7	7.6
Professionals	26.2	17.4
Associate professionals	16.0	10.5
Tradespersons and related	10.2	13.2
Advanced clerical and service	2.8	4.5
Intermediate clerical/sales/service	22.5	17.1
Intermediate production/transport	2.0	9.2
Elementary clerical/sales/service	12.3	10.5
Labourers and related	4.4	10.1
Total	**100.0**	**100.0**

Source: ABS, *Labour force, Australia*, cat.6203.0, November 1997

The industry has a relatively high proportion of intermediate clerical and service workers but disproportionately low shares in the tradespersons, managers and administrators, labourers and intermediate production and transport occupations.

The industry has a slightly lower share of workers born overseas than does the total workforce (22.4% compared with 24%).

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Qualifications profile

The occupational profile, which is weighted towards the professional and associate professional occupations, is not reflected in the qualifications profile of the industry. The formal qualifications held by workers in the cultural and recreational services industry quite closely, in fact, reflect the total workforce, with the exception that as is to be expected, there are fewer workers with trade qualifications and slightly more workers without a post-school qualification.

Table 16.5: Qualifications of cultural and recreational services workers and total labour force, percentage distribution, Australia, May 1997

	Bachelor's degree or higher	Diploma/ associate diploma	Skilled vocational	Basic vocational	Without post-school qualification
Cultural and recreational services	17.2	10.4	7.6	9.0	52.6
Total industry	**17.2**	**9.0**	**12.6**	**9.4**	**49.4**

Source: ABS, *Transition from education to work*, cat.6227.0, May 1997

The discrepancy between 42.2% of the workers in the industry being classified as professionals or associate professionals, yet only 27.6% of the workforce having matching qualifications, is quite a large one. It is possibly related to the high proportion of performing and creative artists classified as professionals, such as painters and sculptors, stage directors and musicians, together with sportspersons, who are classified as associate professionals, many of whom would not have formal qualifications.

Full details of the educational attainment by occupation from the 1996 Census of workers in this industry are provided in tables A16.3 and A16.4 in the appendix.

Occupational trends and skills shortages

Over the decade, some occupations in the industry showed significant growth. The main occupations where growth above the industry average occurred were:

- production managers – up 68%
- teachers and instructors – up 129%
- painters, sculptors and related – up 76%
- sportspersons and related – up 59%
- accounting clerks – up 65%
- receptionists and information clerks – up 159%
- sales assistants – up 94%
- waiters and waitresses – up 260%
- other personal service workers – up 66%

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There were several occupations in the industry that declined over the decade, as follows:

- managing supervisors (sales and service) – down 29%
- film, TV and stage directors – down 24%
- performing arts support workers – down 13%
- animal trainers – down 11%
- library and filing clerks – down 24%

It is expected that quite strong growth in employment will continue over the medium term across this industry division. Several specific factors, including the Sydney Olympics, and several developments in film production in New South Wales and Queensland should contribute to this growth. The growth of some sectors, such as casinos, could be constrained in the short term by reduced levels of overseas tourism from Asia. Monash University's Centre of Policy Studies expects the overall growth rate in this industry to be among the highest growth rates of any Australian industry sector, forecasting an average annual growth of about 3.7% up to 2003–2004.

Most employers in the cultural and recreational services industry, when surveyed in the 1997 ESS, believed that there were sufficient vocational education and training (VET) graduates to meet their needs. The minority of respondents who identified shortages, 26.7% of the surveyed employers in the industry, generally nominated the professional area as the largest area of skills shortages, followed by the management/administration area.

In 1997 the national industry training advisory body (ITAB), CREATE Australia, which later split into two bodies called Culture Research Education and Training Enterprise Australia and National Recreation ITAB, reported that a:

> *. . . number of skills shortages exist in cultural and recreation industries around Australia. There is a severe skill shortage of jockeys in non-metropolitan Queensland and Western Australia. Overall there is a national shortage of track work riders. There is also the following moderate skills shortage in Queensland: farriers (trade); television camera operators and production crew personnel; festival and events organisers; film production crew personnel; and skilled museum workers.*
>
> *In the Northern Territory there are skills shortages in graphic art and design, including interpretive artists and designers. In Western Australia there is a severe skills shortage of multimedia/digital practitioners.*

Age distribution

The cultural and recreational services industry has a relatively young workforce, with 53.9% aged under 35. By contrast, only 43.6% of the workforce across all industries is aged under 35. With the high rate of employment growth expected in this sector, it is likely that this youthful bias should continue for some years.

Table 16.6: Age of cultural and recreational services industry workforce, number, Australia, November 1997

	Age group						Total
	15–19	20–24	25–34	35–44	45–54	55+	
No. in cultural and recreational services ('000s)	21.2	29.6	62.4	43.9	32.6	20.6	210.3
% in cultural and recreational services	10.1	14.1	29.7	20.9	15.5	9.8	100.0
% in total workforce	**6.9**	**11.5**	**25.2**	**25.6**	**21.1**	**9.8**	**100.0**

Source: ABS, *Labour force, Australia*, cat.6203.0, November 1997

Hours of work and earnings

Over 40% of the workers in the cultural and recreational services industry are part timers, the third highest level of part-time work among all the industry divisions behind accommodation and retailing. Average hours worked per employee are, accordingly, very low at 30.5 hours per week—the second lowest of the industry divisions, ahead only of health and community services.

Nearly 28% of the employees work 15 hours or less per week. Again, it should be kept in mind that this figure refers only to those for whom their main job is in this sector, and does not include those working in other industries who are also engaged, to a lesser degree, in the cultural and recreational services industry.

In 1996 average adult non-managerial full-time weekly earnings in the sector were $659, well below the all-industry average of $683 prevailing at that time. Females in this category earned $631 per week compared with male earnings of $676.

Part-time employees averaged $181, again well below the all-industry part-time average of $253, but no doubt influenced by the high proportion of very short hours worked in the sector.

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Table 16.7: Cultural and recreational services employment, by sex and hours worked, Australia, November 1997

	Full-time ('000s)		Part-time ('000s)		Total ('000s)	
	No.	%	No.	%	No.	%
Males	77.5	61.9	32.1	37.7	109.6	52.1
Females	47.7	38.1	53.0	62.3	100.7	47.9
Total	**125.2**	**100.0**	**85.1**	**100.0**	**210.3**	**100.0**

Source: ABS, *Labour force, Australia*, cat.6203.0, November 1997

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- The cultural and recreational services industry is a rapidly growing industry with a relatively young workforce.
- The sports area has been responsible for most of the jobs growth. However, in percentage terms employment in the libraries, museums and the arts sub-division rose even more strongly—by about 87% since 1987.
- The industry has a workforce with a relatively low level of formal post-school qualifications, but a relatively high proportion of workers classified in the professional and associate professional occupational groups.
- The emergence of new computer-based technologies is having an important impact on skills in some areas of the creative arts.

Training in cultural and recreational services

Training for the cultural and recreational services industry occurs across a wide range of institutions both in the public and private sectors, and because of the diversity of activities included within this industry, there is a wide variety of courses and fields of study relevant to the sector. In some sectors, such as the visual arts, there is considerable government funding provided while other sectors such as in the music recording and radio and television broadcasting sectors, there is considerably greater private training activity.

Government funding to the industry is directed through both the VET sector and through higher education funding. In the film, television and multimedia industry there are two specialist training schools: the Australian Film, Television and Radio School at North Ryde in Sydney, and the VCA School of Film and Television in Melbourne.

At the national level, the Australian National Training Authority (ANTA) uses the training area category of arts, entertainment, sports and recreation as representing the main area under which specific VET-sector training for the industry occurs. In 1995, 5.1% of total government-funded training activity occurred under this category, rising to an estimated 5.4% in 1996. This translates to the highest level of training support per person employed in the industry of all training areas.

Training statistics covering enrolments are categorised on a different basis to the ANTA training area category. Under the 'field of study' category there is a classification of arts, humanities and social sciences, while under the 'discipline group' category there is a category of visual and performing arts. As the latter appears to be more specifically related to this industry, the following comments are based on that categorisation.

In 1996 there were 269 790 module enrolments in visual and performing arts modules, representing about 3.25% of total module enrolments. (Enrolments in the broader field of study category—arts, humanities and social sciences—accounted for about 7.7% of total course enrolments.)

For the same year there were almost 13 million module annual hours delivered in the visual and performing arts discipline, representing over 4.5% of total hours of government-funded training delivered. About 63% of these training hours were delivered to female students who made up about 62% of enrolments in this discipline.

Employer satisfaction with VET

At the 1997 ESS, 162 employers in the cultural and recreational services industry were interviewed. Their mean overall satisfaction with providers of VET was equal to the mean for all industry responses—a rating of 6.7 on a 10-point scale.

Responses from employers in the industry varied markedly between the States and Territories. The highest satisfaction rating was given by employers in South Australia and Tasmania, a score of 7.4. The lowest scores were recorded in the Territories, with the Northern Territory employers giving a low 5 and in the Australian Capital Territory, 6.2.

When asked in that survey to nominate the areas of VET provision that they regarded as most in need of improvement, the highest ratings were given to:

- graduates' work skills – 19.8%
- graduates' work ethic – 17.8%
- the ability to work and cope with setbacks without supervision – 11.7%

VET graduates in cultural and recreational services

In the 1997 TAFE GDS, there were responses received from nearly 61 000 TAFE graduates of whom 1089, or 2.5%, were working in the cultural and recreational services industry when they were surveyed. In the previous GDS conducted in 1995, only 2% of graduates were working in the sector.

In the 1997 survey about 62% of the graduates working in the industry already had a job by the time they graduated. At the other end of the spectrum, over 9% had taken more than three months to find their job. A smaller proportion of graduates working in the cultural and recreational services industry were working full time than all graduates surveyed, mirroring the industry's generally high level of part-time work. Only 54.5% were employed full time, compared with 66.6% of all surveyed graduates. Of those working full time, their job at the time of the survey was much less likely to be their first full-time job than all surveyed graduates.

Graduates were asked to rate the overall relevance of their course of study to their current employment. Graduates working in the cultural and recreational services industry gave a relatively low rating—with 42.1% giving a 'highly relevant' rating, as against 49.3% of all surveyed graduates giving a similar rating. This proportion scoring

their training as highly relevant was down on the 1995 survey of TAFE graduate destinations. That survey saw a 47% 'highly relevant' rating from graduates working in the cultural and recreational services industry. Only 68.5% of graduates in the sector in the 1997 survey gave either a 'highly relevant' or 'some relevance' rating to their studies, compared with 74.5% of all graduates giving these ratings. On this latter ranking, the cultural and recreational services graduates gave their course the fourth lowest rating of the 17 industries covered.

When questioned in relation to specific aspects of their courses, graduates working in cultural and recreational services tended to provide ratings very close to all those employed. The only rating to be more than two percentage points from average was the relatively high rating given on the issue of how well the course content reflected industry practice. On the 10-point scale used, 75.2% of respondents working in the sector gave a score of 7 or more, compared with 72.2% of all respondents. As with almost all industries, the lowest rating was given to the provision of information about careers and jobs in the industry, although the 43.1% giving this item a rating of 7 or more was a little better than the overall response of 41.1%.

Most of the graduates working in the cultural and recreational services industry had undertaken their TAFE studies for vocational reasons. The following table shows the motivation of graduates for doing their course, together with the proportion saying that they had either fully or partly achieved their aim.

Table 16.8: Reasons for doing course by achievement of outcome, cultural and recreational services industry

Motivation	Number	% fully or partly achieving aim
Get a job	314	76.4
Try for different career	170	74.7
Get better job/promotion	150	72.0
A requirement of job	97	96.9
Get extra skills for job	152	98.7
Get into other course	51	90.2
Interest/personal development	135	93.3

Source: NCVER, *TAFE graduate destination survey 1997: National report*

Over 48% of the graduates working in the industry were in New South Wales.

The graduates in the industry most commonly had obtained a certificate (other), 23.7%, or an associate diploma, 18.5%. This was the second highest proportion of associate diploma graduates entering an industry (after finance and business services).

Graduates surveyed in the 1997 TAFE GDS who were working in the cultural and recreational services industry were among the lower-earning graduates reflecting the higher level of part-time work in this industry. On average, they earned $388 per week. Average full-time earnings were $517, with the average for males $528 and, for females, $505. This male-female difference was less than for most industries.

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Employer support for training

Employers in the cultural and recreational services industry have not generally been major supporters of structured industry-based training. At the 1996 (September quarter) employer training expenditure survey, employers in this sector were the third lowest spenders on structured training per employee, after accommodation, cafés and restaurants, and retailing, out of all 17 industry divisions. In that survey their spending per employee was $103, against an all-industry average of $185.

Only 10% of employers in the sector provided structured training, as against about 18% across all industry sectors. Hours of structured training provided per employee at 2.77 hours was also the second lowest of all sectors, ahead of only the accommodation, cafés and restaurants industry (2.4 hours), and well below the all-industry average of 4.91 hours.

Generally, these figures represented a decline in the industry's training participation since the 1993 survey, conducted when the Commonwealth's Training Guarantee legislation was in operation. In 1993, 14% of employers in the industry provided training, averaging 2.84 hours per employee. Expenditure on structured training per employee in 1993 was $125, indicating about a 17% overall reduction in training expenditure over the three years to 1996.

The recently released employer training practices survey of February 1997 shows a somewhat better outcome, although the sector was still the second lowest in the provision of structured training and below average in the provision of unstructured training. The survey showed that during the previous 12 months, 50% of all employers in the cultural and recreational services industry did not provide either structured or unstructured training. Two-thirds of employers in the industry believed that their employees were already adequately trained and, therefore, did not need further training.

The survey also revealed that 42% of employers in the cultural and recreational services industry used TAFE as one of their training providers, ahead of private providers, used by 39%, and 37% using industry associations. This usage of TAFE was slightly below the all-industry usage of 43%.

In the 1997 TAFE GDS, about 47% of the graduates who were employed in the final semester of their course received some form of support from their employer, most commonly paid fees or paid time off. This proportion was a little below the all-industry average of 51% of students receiving support from their employer.

Some training issues in cultural and recreational services

- How can the industry's contribution to training be increased? Should government funding be dependent on a return to at least the levels pertaining in 1993?
- How can the provision of information on careers and jobs be improved?

- How should the training needs of those working in this industry as volunteers or part-timers be addressed? Do government funding mechanisms undervalue the needs of persons in these categories?
- Will New Apprenticeships help to improve the training culture in the industry?
- How can the competency-based approach to training on which the VET system is based be reconciled with the artistic values of many of those working in the creative arts part of this industry that hold that many aspects of artistic merit cannot be expressed in competency-based training (CBT) terms?

The national ITAB has raised the following key issues in its 1997 training plan:

- There is an urgent industry-wide need for training in new and emerging technologies, and in business and administrative skills.
- More entry-level training and upskilling of the existing workforce in the recreational sector is required.
- There is a need for New Apprenticeships that offer more flexible models of training to suit the unique characteristics of the visual arts, crafts and design areas.
- More flexible delivery arrangements for people living in remote and isolated communities are required.

Appendix

The following table is extracted from the ANTA resource allocations for 1997 document, available at their website. It shows the planned allocations of government-funded training between the ANTA-defined 'training areas' in terms of 'annual hours curriculum' (AHC).

Table A16.1: Key national shifts in activity between 1996 revised estimates and 1997 projected activity (AHC '000s)

Industry training area	1996 revised	1997 projected	Total increase	Total increase as % of 1996 revised	% of overall increase
Category A					
Arts, Entert, Sports and Rec	11 408	11 928	520	4.6	5.5
Automotive	8 221	8 576	355	4.3	3.7
Building and Construction	18 785	19 009	224	1.2	2.4
Comm Services, Health and Ed	20 910	22 382	1 471	7.0	15.5
Finance, Banking and Insurance	3 420	3 468	48	1.4	0.5
Food Processing	2 454	2 851	396	16.1	4.2
TCF and Furnishings	5 714	5 813	100	1.7	1.0
Communications	1 883	1 963	80	4.3	0.8
Engineering and Mining	15 654	16 607	952	6.1	10.0
Primary Industry	11 874	12 217	343	2.9	3.6
Process Manufacturing	397	479	82	20.6	0.9
Sales and Personal Service	6 527	6 752	225	3.4	2.4
Tourism and Hospitality	16 707	18 151	1 444	8.6	15.2
Transport and Storage	1 686	1 851	164	9.8	1.7
Utilities	11 898	12 145	247	2.1	2.6
Category B					
Business and Clerical	42 412	43 117	705	1.7	7.4
Computing	11 969	12 641	672	5.6	7.1
Science, Technical and Other	6 727	6 870	143	2.1	1.5
Category C					
Gen Education and Training	40 046	41 212	1 166	2.9	12.3
Unallocated	622	779	157	25.2	1.6
Total	**239 316**	**248 810**	**9 494**	**4.0**	**100.0**

Note: TCF – textiles, clothing and footwear

Source: Publications, *ANTA Resource Allocations 1997*, <www.anta.gov.au>

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Table A16.2: Employed persons by occupation in the cultural and recreational services industry, 1987 and 1996

Occupation (ASCO 4-digit)	1987 ('000s)	1996 ('000s)	Change 1987 to 1996 ('000s)	Change 1987 to 1996 Average annual %
1305 Production managers	2.2	3.7	1.5	6.1
1599 Other managing supervisors (sales and service)	8.7	6.2	–2.5	–3.8
2505 Extra–systemic teachers and instructors	5.6	12.8	7.2	9.9
2801 Painters sculptors and related professionals	2.5	4.4	1.9	6.7
2807 Journalists	3.3	4.0	0.7	2.2
2811 Film television and stage directors	3.8	2.9	–0.9	–3.0
2815 Musicians composers and related professionals	6.3	6.4	0.1	0.2
3903 Performing arts support workers	6.0	5.2	–0.8	–1.6
3915 Sportspersons and related workers	5.9	9.4	3.5	5.5
4931 Animal trainers	3.6	3.2	–0.4	–1.3
5101 Office secretaries and stenographers	3.2	3.8	0.6	2.0
5301 Accounting clerks	4.3	7.1	2.8	5.9
5401 Library and filing clerks	4.2	3.2	–1.0	–3.1
5601 Receptionists and information clerks	2.2	5.7	3.5	11.5
6301 Sales assistants	3.2	6.2	3.0	7.9
6405 Ticket salespersons	6.4	8.3	1.9	3.0
6505 Waiters and waitresses	1.0	3.6	2.6	15.8
6699 Other personal service workers	3.2	5.3	2.1	5.9
Other occupations	60.5	80.2	19.7	3.3
Total all occupations	**136.1**	**181.6**	**45.5**	**3.4**

Note: As estimates of less than 3500 are subject to high statistical error, they are listed against specific occupations only where there was a higher estimate in either 1987 or 1996. Where estimates of less than 3500 were recorded for both 1987 and 1996, they are included in the 'other occupations' category

Australian Standard Classification of Occupations (ASCO)

Source: ABS, Labour force survey, unpublished data

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Table A16.3: Educational attainment of employed persons by industry, occupation (1-digit ASCO) and type of post-school qualification at 1996 Census

Cultural and recreational services	Bachelor degree or higher	Undergraduate diploma	Associate diploma	Skilled vocational qualification	Basic vocational qualification	With qualifications	Inadequately described or not stated	Not applicable (no quals.)	Total
ASCO code and occupation									
1 Managers and Administrators	4 591	841	730	1 091	589	7 842	871	6 294	15 007
2 Professionals	14 764	3 000	1 999	2 066	1 292	23 121	2 367	15 580	41 068
3 Associate Professionals	3 834	1 150	1 744	3 279	1 161	11 168	2 032	16 873	30 073
4 Tradespersons and Related Workers	1 001	532	619	4 621	672	7 445	1 143	8 877	17 465
5 Advanced Clerical and Service Workers	406	222	227	112	541	1 508	602	2 882	4 992
6 Intermediate Clerical, Sales and Service Workers	4 068	1 237	1 594	2 102	2 132	11 133	3 142	23 347	37 622
7 Intermediate Production and Transport Workers	141	53	71	493	114	872	223	2 398	3 493
8 Elementary Clerical, Sales and Service Workers	1 129	321	434	875	515	3 274	1 160	13 322	17 756
9 Labourers and Related Workers	314	142	169	850	257	1 732	673	7 039	9 444
0 Inadequately described	163	48	60	191	42	504	123	902	1 529
Not stated	39	7	17	37	13	113	107	386	606
Not applicable	–	–	–	–	–	–	–	–	–
Total	**30 450**	**7 553**	**7 664**	**15 717**	**7 328**	**68 712**	**12 443**	**97 900**	**179 055**

Source: ABS, 1996 Census of population and housing

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Table A16.4: Educational attainment of employed persons by industry, occupation (3-digit ASCO) and type of post-school qualification at 1996 Census

Cultural and recreational services	Bachelor degree or higher	Undergraduate diploma	Associate diploma	Skilled vocational qualification	Basic vocational qualification	With qualifications	Inadequately described or not stated	Not applicable (no quals.)	Total
ASCO code and occupation									
100 Managers and Administrators nfd	365	81	47	168	69	730	135	890	1 755
110 Generalist Managers nfd	0	0	0	0	0	0	0	0	0
111 General Managers and Administrators	714	124	101	174	85	1 198	136	959	2 293
119 Miscellaneous Generalist Managers	27	12	11	67	9	126	15	85	226
120 Specialist Managers nfd	56	13	10	8	7	94	15	68	177
121 Resource Managers	573	98	117	55	37	880	81	472	1 433
122 Engineering, Distribution and Process Managers	270	53	67	91	57	538	48	370	956
123 Sales and Marketing Managers	497	89	63	108	72	829	95	752	1 676
129 Miscellaneous Specialist Managers	2 055	353	273	348	232	3 261	320	2 501	6 082
131 Farmers and Farm Managers	34	18	41	72	21	186	25	196	407
200 Professionals nfd	265	36	24	23	12	360	34	203	597
210 Science, Building and Engineering	0	0	0	0	0	0	0	0	0
211 Natural and Physical Science Professionals	581	30	139	145	61	956	52	381	1 389
212 Building and Engineering Professionals	333	65	117	85	34	634	41	71	746
220 Business and Information Professionals nfd	11	3	0	3	0	17	0	16	33
221 Accountants, Auditors and Corporate Treasurers	584	59	155	14	29	841	59	280	1 180
222 Sales, Marketing and Advertising Professionals	580	98	79	94	114	965	129	1 008	2 102
223 Computing Professionals	535	29	89	47	37	737	54	330	1 121
229 Miscellaneous Business and Information Profs	2 497	220	257	123	158	3 255	201	995	4 451
230 Health Professionals nfd	0	0	0	0	0	0	0	0	0
231 Medical Practitioners	25	0	3	0	0	28	3	3	34
232 Nursing Professionals	57	62	0	0	7	126	11	5	142
238 Miscellaneous Health Professionals	98	15	4	0	3	120	9	17	146
240 Education Professionals nfd	3	0	0	0	0	3	0	4	7
241 School Teachers	194	51	21	11	8	285	22	142	449

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Cultural and recreational services	Bachelor degree or higher	Undergraduate diploma	Associate diploma	Skilled vocational qualification	Basic vocational qualification	With qualifications	Inadequately described or not stated	Not applicable (no quals.)	Total
242 University and Vocational Education Teachers	290	23	11	9	5	338	16	36	390
249 Miscellaneous Education Professionals	458	162	82	63	48	813	157	808	1 778
250 Social, Arts and Miscellaneous Professionals nfd	14	4	3	3	0	24	3	4	31
251 Social Welfare Professionals	203	31	30	21	17	302	25	117	444
252 Miscellaneous Social Professionals	386	23	22	9	10	450	19	73	542
253 Artists and Related Professionals	6 842	1 961	878	1 331	679	11 691	1 442	10 707	23 840
254 Miscellaneous Professionals	807	127	87	86	68	1 175	89	380	1 644
300 Associate Professionals nfd	41	7	11	21	8	88	16	100	204
310 Science/Engineering and Related Assoc Profs nfd	26	4	14	24	8	76	11	24	111
311 Medical and Science Technical Officers	79	11	20	21	15	146	6	45	197
312 Building/Engineering Associate Professionals	115	76	274	486	101	1 052	65	279	1 396
320 Business and Administrative Assoc Profs nfd	0	0	0	0	0	0	0	3	3
321 Finance Associate Professionals	84	14	35	40	11	184	35	388	607
329 Miscellaneous Business/Admin Assoc Profs	907	221	210	300	262	1 900	289	2 131	4 320
330 Managing Supervisors (Sales and Service) nfd	0	0	3	3	3	9	0	22	31
331 Shop Managers	94	31	24	86	34	269	73	545	887
332 Hospitality and Accommodation Managers	137	75	53	601	59	925	133	858	1 916
339 Miscellaneous Mngr. Supervisors (Sales and Service)	860	286	246	717	280	2 389	503	4 496	7 388
340 Health and Welfare Assoc Professionals nfd	0	0	0	0	0	0	0	0	0
341 Enrolled Nurses	7	5	7	0	16	35	5	11	51
342 Welfare Associate Professionals	35	8	6	5	5	59	4	39	102
349 Miscellaneous Health and Welfare Associate Profs	19	12	8	4	6	49	11	23	83
390 Other Associate Professionals nfd	0	0	0	0	0	0	0	3	3
391 Police Officers	3	0	0	3	0	6	0	28	34
399 Miscellaneous Associate Professionals	1 425	397	833	967	354	3 976	877	7 881	12 734
400 Tradespersons and Related Workers nfd	20	11	32	133	10	206	25	157	388

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Cultural and recreational services	Bachelor degree or higher	Undergraduate diploma	Associate diploma	Skilled vocational qualification	Basic vocational qualification	With qualifications	Inadequately described or not stated	Not applicable (no quals.)	Total
410 Mechanical/Fabrication Engineering Trades nfd	0	0	3	0	0	3	0	0	3
411 Mechanical Engineering Tradespersons	3	3	5	194	10	215	16	115	346
412 Fabrication Engineering Tradespersons	11	9	7	399	19	445	46	220	711
421 Automotive Tradespersons	4	3	6	176	3	192	15	109	316
431 Electrical and Electronics Trades	85	45	128	764	89	1 111	120	618	1 849
440 Construction Tradespersons nfd	0	0	0	0	0	0	0	0	0
441 Structural Construction Trades	26	7	13	351	17	414	27	180	621
442 Final Finishes Construction Trades	13	6	3	183	0	205	37	149	391
443 Plumbers	0	0	3	94	0	97	6	20	123
451 Food Tradespersons	19	7	11	106	17	160	39	346	545
460 Skilled Agricultural/Horticultural Workers nfd	0	0	0	0	0	0	0	0	0
461 Skilled Agricultural Workers	37	36	34	288	32	427	157	1 654	2 238
462 Horticultural Tradespersons	61	49	119	1 088	160	1 477	181	1 932	3 590
490 Other Tradespersons and Related Workers nfd	0	0	0	30	0	30	0	3	33
491 Printing Tradespersons	28	11	4	82	6	131	12	77	220
492 Wood Tradespersons	4	4	0	24	0	32	3	25	60
493 Hairdressers	3	0	0	48	3	54	5	10	69
494 Textile, Clothing and Related Trades	34	33	19	46	24	156	29	115	300
498 Miscellaneous Tradespersons and Related Wkrs	654	305	233	615	282	2 089	426	3 146	5 661
500 Advanced Clerical and Service Workers nfd	3	0	0	0	0	3	0	7	10
511 Secretaries and Personal Assistants	253	167	150	74	484	1 128	497	2 101	3 726
590 Other Advanced Clerical and Service Wkrs nfd	0	0	0	0	0	0	0	0	0
591 Advanced Numerical Clerks	117	46	58	23	51	295	85	671	1 051
599 Miscellaneous Advanced Clerical and Service Wkrs	32	8	18	15	6	79	20	103	202
600 Intermediate Clerical, Sales and Service Wkrs nfd	28	10	8	17	17	80	29	142	251
610 Intermediate Clerical Workers nfd	6	0	0	0	5	11	0	15	26
611 General Clerks	370	114	117	106	240	947	313	2 592	3 852

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Cultural and recreational services	Bachelor degree or higher	Undergraduate diploma	Associate diploma	Skilled vocational qualification	Basic vocational qualification	With qualifications	Inadequately described or not stated	Not applicable (no quals.)	Total
612 Keyboard Operators	113	40	52	44	106	355	134	1 103	1 592
613 Receptionists	179	81	98	85	219	662	256	1 890	2 808
614 Intermediate Numerical Clerks	137	35	90	35	63	360	94	851	1 305
615 Material Record and Despatch Clerks	96	29	35	66	47	273	53	631	957
619 Miscellaneous Intermediate Clerical Workers	655	126	257	187	216	1 441	280	2 632	4 353
621 Intermediate Sales and Related Workers	238	88	80	169	97	672	133	1 279	2 084
630 Intermediate Service Workers nfd	11	4	3	10	4	32	13	84	129
631 Carers and Aides	111	74	99	129	108	521	168	1 388	2 077
632 Hospitality Workers	298	116	220	296	220	1 150	382	3 438	4 970
639 Miscellaneous Intermediate Service Workers	1 830	520	534	957	790	4 631	1 286	7 302	13 219
700 Intermediate Production and Transport Wkrs nfd	3	0	3	11	3	20	8	34	62
710 Intermediate Plant Operators nfd	3	0	0	23	3	29	4	62	95
711 Mobile Plant Operators	5	0	6	62	8	81	21	310	412
712 Intermediate Stationary Plant Operators	39	9	14	77	16	155	42	401	598
720 Intermediate Machine Operators nfd	16	7	13	39	12	87	31	281	399
721 Intermediate Textile/Clothing/Related Mach Ops	4	3	5	0	4	16	3	20	39
729 Miscellaneous Intermediate Machine Operators	20	8	3	23	9	63	13	112	188
731 Road and Rail Transport Drivers	20	8	12	150	25	215	56	695	966
790 Other Intermediate Prod'n and T'port Wkrs nfd	0	0	0	0	3	3	0	0	3
791 Intermediate Mining and Construction Workers	0	3	3	40	12	58	9	50	117
799 Misc Intermediate Prod'n and Transport Wkrs	30	18	15	68	21	152	38	433	623
800 Elementary Clerical, Sales and Service Wkrs nfd	17	9	8	8	12	54	15	267	336
811 Elementary Clerks	206	55	102	165	144	672	251	3 057	3 980
820 Elementary Sales Workers nfd	7	3	4	3	3	20	10	95	125
821 Sales Assistants	305	82	115	155	150	807	367	3 881	5 055
829 Miscellaneous Elementary Sales Workers	298	86	109	151	134	778	226	2 850	3 854
831 Elementary Service Workers	295	86	96	393	72	942	291	3 172	4 405
900 Labourers and Related Workers nfd	11	3	4	57	5	80	39	429	548

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Cultural and recreational services	Bachelor degree or higher	Undergraduate diploma	Associate diploma	Skilled vocational qualification	Basic vocational qualification	With qualifications	Inadequately described or not stated	Not applicable (no quals.)	Total
911 Cleaners	66	40	31	168	55	360	182	2 042	2 584
920 Factory Labourers nfd	0	3	0	0	0	3	0	4	7
921 Process Workers	8	0	3	16	4	31	5	130	166
922 Product Packagers	12	3	3	0	3	21	11	92	124
990 Other Labourers and Related Workers nfd	0	0	0	5	0	5	0	21	26
991 Mining, Construction and Related Labourers	8	0	12	67	9	96	27	314	437
992 Agricultural and Horticultural Labourers	43	32	43	207	84	409	168	1 794	2 371
993 Elementary Food Preparation and Related Wkrs	50	18	20	48	27	163	92	898	1 153
999 Miscellaneous Labourers and Related Workers	118	44	54	281	70	567	147	1 315	2 029
099 Inadequately described	163	48	60	191	42	504	123	902	1 529
Not stated	39	7	17	37	13	113	107	386	606
Not applicable	–	–	–	–	–	–	–	–	–
Total	**30 451**	**7 549**	**7 669**	**15 715**	**7 329**	**68 713**	**12 437**	**97 901**	**179 051**

Note: nfd – not further defined

Source: ABS, 1996 Census of population and housing

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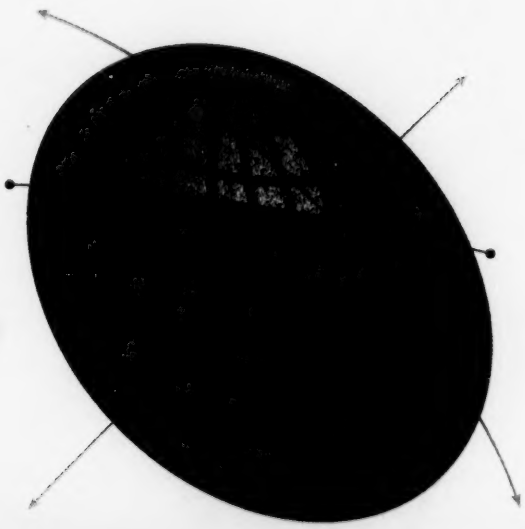

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